



CHROMAJoy

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## NEWS RELEASE

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### **Chromajoy's Calvin Jones wins "Rock Award" from Graphic Designers of Canada**

The Graphic Designers of Canada, Vancouver Island Chapter presented Calvin Jones with the "Visual Identity - Logo/Wordmark" Rock Award for the BC Libraries' *BC OneCard* logo developed for the Province of British Columbia's Public Library Services Branch while with the province's Public Affairs Bureau.

The award was announced at a gala evening event held at the prestigious University of Victoria's University Club. Reverend Lorne Ipsum was the evening's cheeky host. In attendance were most of Vancouver Island's finest designers and print firms, as well as the GDC National President, Rod Roodenburg, and Past President Ian Coates, both of Vancouver's Ion Design.

"It was the first award of the night and I was shocked," said Cal. "There were four years of submissions and we were up against some prestigious design firms - it's very pleasing to be recognized by one's peers."

Andrew Pratt, manager of the Public Affairs Bureau's Graphic Design Unit, attended the gala with Cal. Designing the award-winning logo was one of the first assignments Cal received from Andrew after Cal joined the province's Public Affairs Bureau in 2003.

Despite having a wicked head cold and receiving a hefty parking ticket (which was later refunded by university security), Cal thought it was a fantastic evening. "Kudos to the event's organizing committee, including Valerie Elliot and Kirsty Armstrong, who went all out to produce such a memorable event."

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**ABOUT THE GDC:** The Society of Graphic Designers of Canada (GDC) is a member-based organization of design professionals, educators, administrators, students and associates in communications, marketing, media and design related fields. Since 1956, the GDC has been an advocate, voice and resource for Canada's graphic design profession.

**ABOUT CHROMAJoy:** Chromajoy is Calvin Jones' art and design studio. Cal is a well-known artist, illustrator and graphic designer with a reputation for excellence. Cal graduated from the design program at Vancouver's renowned Emily Carr College of Art and Design (1994). Cal also earned his Bachelor of Arts in Visual Arts with distinction from the University of Regina (1986) where he studied under members of the Regina Five. Early in his career, he designed unique and collectible lapel pins for many clients including the Calgary 1988 XV Olympic Winter Games. He has created artwork for many of The Walt Disney Company's computer software titles as well as award-winning design for the Province of British Columbia.